

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 1, 2018/2019

**LEW0035 – EFFECTIVE WRITING**  
(All Sections)

22 OCTOBER 2018  
9.00 a.m. – 11.00 a.m.  
(2 Hours)

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### INSTRUCTIONS TO STUDENT

1. This question paper consists of **SEVEN** printed pages with **2** sections.
2. Answer **ALL** questions.
3. Write **ALL** your answers in the Answer Booklet.

**SECTION A: SUMMARY WRITING [30 MARKS]****Question I: Summary (15 marks)**

**Instructions:** Read the following article and summarise in 100 words on the negative effects of free trade.

- 1 Free trade is meant to eliminate unfair barriers to global commerce and raise the economy in developed and developing nations alike. However, free trade can and has produced many negative effects, in particular deplorable working conditions, job loss, economic damage to some countries, and environmental damage globally. Even so, the World Trade Organization continues to advocate for free and unfettered trade, much to the detriment of some national economies and millions of workers. 5
- 2 As underdeveloped countries attempt to cut costs to gain a price advantage, many workers in these countries face low pay, substandard working conditions and even forced and abusive child labor. In a "New York Times" article tellingly titled, "An Ugly Side of Free Trade: Sweatshops in Jordan," Steven Greenhouse and Michael Barbaro said that apparel manufacturing – "propelled by ... free trade" – was booming in Jordan and its exports to the U.S. had soared 20-fold in five years, yet there is a dark side to this free trade, the paper stated, "Some foreign workers in Jordanian factories that produce garments for Target, Wal-Mart and other American retailers are complaining of dismal conditions – of 20-hour days, of not being paid for months, and of being hit by supervisors and jailed when they complain." 10 15
- 3 Free trade agreements have also drawn protests from the U.S. public for decades due to feared job loss to foreign countries with cheaper labor. On the other hand, proponents of free trade say new agreements improve the economy on all sides. The WTO acknowledges that free trade does indeed lead to job losses. At the 2017 World Economic Forum in Davos, Switzerland, Roberto Azevêdo, the WTO's director-general stated, "Trade is responsible for two job losses out of ten. What happens is the other eight are lost not because of trade but they are lost because of new technologies, innovation, higher productivity." 20 25
- 4 Though Azevêdo was arguing that other factors account for 80 percent of job losses globally, it is notable that the director of the world's greatest advocate for free trade was acknowledging that 20 percent of all job losses on the planet are caused by free trade. That would certainly be a strong argument against free trade, not for it. In addition, New York Times columnist Paul Krugman argues that free trade deals with countries like Korea and Colombia are not "job creation measures." This is hardly a ringing tribute to free trade. 30 35
- 5 During the 1992 presidential election, Ross Perot warned that the then-new North American Free Trade Agreement (NAFTA) between the United States, Mexico, and Canada would create a "great sucking sound" as millions of jobs were siphoned out of the U.S. and into Mexico and Canada. It looks like Perot was 100 percent correct, notes "Business Insider" stating, "The goods balance of trade for the U.S. with Mexico has been negative and 40

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steadily growing over the years. In 2010, it amounted to \$61.6 billion, which was 9.5 percent of the total goods trade deficit (in 2009).”

6 Unions, understandably, have strongly criticized the free-trade 45  
agreement as critically harmful to workers and the U.S. economy. The AFL-  
CIO argues that NAFTA has harmed consumers and workers in all three  
countries, contributing to a loss of jobs and drop in income while  
strengthening the clout of multinational corporations. The unions contend  
that the increased capital mobility facilitated by free trade has hurt the 50  
environment and weakened government regulation.

7 Others agree that the environment is another casualty of free trade. Put  
simply, you cannot have free trade and “save the planet,” says Alf Hornborg,  
a professor of human ecology at Lund University in Lund, Sweden, noting,  
“For centuries world trade has increased not only environmental degradation 55  
but also global inequality. The expanding ecological footprints of affluent  
people are unjust as well as unsustainable. The concepts developed in  
wealthier nations to celebrate ‘growth’ and ‘progress’ obscure the net  
transfers of labor time and natural resources between richer and poorer parts  
of the world.” 60

8 Lund echoes the arguments discussed previously: that free trade causes  
global inequalities, poor working conditions in many developing nations,  
job loss, and economic imbalance. However, free trade also leads to a “net  
transfers of labor time and natural resources between richer and poorer parts  
of the world,” he says. Free trade is driving the growing global problem of 65  
greenhouse gases, because workers in developing nations end up producing  
goods at a far lower cost and in inferior working conditions, generally using  
older, and dirtier, energy sources such as oil and coal, Hornborg argues. This  
occurs while the economies globally consume more of the diminishing  
natural resources on the planet, and fail to develop clean fuel technology, 70  
such as solar and wind power.

9 Putting all of these factors together – job loss, economic imbalance,  
deplorable working conditions, and environmental degradation – and free  
trade falls on the negative side of any economic equation: It is bad for job  
growth, bad for working conditions, bad for global equality, and bad for the 75  
environment.

*Adapted from* Teeboom, L. (June 30, 2018). Negative effects of free trade. Retrieved from  
<http://smallbusiness.chron.com/negative-effects-trade-5221.html>

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**Question II: Summary (15 marks)**

**Instructions:** Read the following article and summarise in 100 words on methods to overcome declining moral values in society.

- 1 Moral codes have been a part of different societies and civilizations since the beginning of time. The Greeks worshipped the gods of Mount Olympus, while England has been ruled for centuries by different religious monarchs, and the Africans have rich tribal traditions involving unique customs. With moral codes in place, the majority of these civilizations' problems dealt primarily with outside groups seeking to invade these countries for power. However, it is different in America. America does not suffer from antagonizing outward forces bringing war to our lands. Instead, the United States in general suffers internally from a lack of strong moral conviction of any sort. As a whole, moral behaviors and actions are steadily losing their value as advertising becomes more sensual, immorality becomes the norm, and values such as honesty and integrity no longer play an important role in our daily lives. Although many people turn their head to the rapidly declining moral society, the problem needs to be recognized and faced head on with immediate action. 5 10 15
- 2 One of the first ways to face this problem is with reform in the government philosophy. A common belief today is that the government should stay completely distant from endorsing any religion at all. A few years ago, there was a news story about the American Civil Liberties Union (ACLU) accusing the government of meddling with church and state. Their accusations stemmed from the fact that fellow police men and family members had put white crosses with a Highway Patrol logo on them along the highway or at other sites where former officers were killed in the line of duty. To the ACLU, this showed a state endorsement of the Christian religion. Luckily, the judge threw out the motion, as he realized an important concept that many Americans fail to recognize. By the government allowing no religious actions in public places, it is forcing a religion onto the people; a religion known as atheism. You cannot separate the government from moral issues. This is because every law the president passes makes a stand on whether something is right, or wrong. In other words, each law passed sets a national moral. The government could use this to its advantage as we try to move forward as a good society. If the government were to draw on these particular cultures, religions, and traditions, it would give the people a sense of footing and a stronghold, from which we could grow and progress as a society. 20 25 30 35
- 3 Another step we could take in shaping a moral society would be to get actors, singers, and other celebrities to champion the cause of moral change. It has been proven that when celebrities endorse a cause, the cause will gain widespread recognition. Many young people look up to these celebrities to set their standard that they will live by. A study revealed that 98 percent of the homes in America have at least one TV, and 2/3 of those homes have at least two TVs. With media so present all around the youth, they see a standard and they try to emulate it. A further study revealed that American teenagers see an estimated 14,000 sexual references per year on TV, and only about 150 of those references deal with sexual responsibility. This 40 45

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statistic along with others shows how America is in a moral decline and gives us knowledge as to what influences the upcoming generation. If the youth and the future leaders of the society are to be reached, one must start from those that influence their everyday actions and get them to change.

4        Those that influence the youth, greater than celebrities and other such 50  
people are parents and educators. It would be wise for parents and educators  
to educate children in moral behavior through both word and action. When  
we are first born, we follow our parents' examples and actions to learn how  
to do everything. If parents teach the youth early, the values and morals  
learned will stay with the kids forever, and it will determine the quality of 55  
their future. Educators as well give a lot of influence for what the youth turn  
out to be. As required by law, youth around the country go to schools five  
days a week and are put into the hands of these educators for usually about  
six hours per day. During these six hours, the students listen to and learn  
from the learned educators. Educators can be influencing students for good 60  
or for bad, and the students will be direct results of what they have been  
taught.

5        The last and most important champion of moral reform, are the  
individuals themselves. People want to be good and to be the cause of  
something that will better society as a whole. To have enough influence to 65  
create a moral change, we need the individuals themselves to have the drive.  
This drive is something that cannot be forced or impressed upon any  
individual. Moral reform of the country is a big movement. It takes  
conviction brought upon by the individual's free will. Just as the American  
Revolution was a minority movement, a minority movement is all it takes to 70  
make a nation aware of a problem. Henry David Thoreau said, "Be not  
simply good - be good for something." If the citizens of the United States  
can notice this problem and be the cause of change, the effects could be  
phenomenal, and society could thrive on the basis of a good, moral standard.

6        If we are not careful, our society will rip itself from the inside out. We 75  
are under attack every day as our morals and ways of life are being challenge  
by the lack of good moral leadership. If the leaders and influences of the  
upcoming generation can teach and live a good example, we can provide a  
good life for future generations.

*Adapted from* Brunson, A. (n.d.). Moral responsibility in a rapidly declining  
society. Retrieved from <https://bigthink.com/articles/moral-responsibility-in-a-rapidly-declining-society>

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**SECTION B: CRITIQUE WRITING [20 MARKS]****Question I: Linear Text (10 marks)**

**Instructions:** Read the text and answer the following question.

- 1 In a major victory for digital rights activists, the United States Supreme Court in late June barred law enforcement agencies from obtaining location data from cell phone carriers without proper warrants to link suspects to crimes. By not bringing traditional surveillance methods into the mix, the court acknowledged both the quantum leap in convenience that modern telecommunication technologies offer police to catch criminals, and the potentially grave abuses of power if such convenience is not regulated. 5
- 2 Protecting civil liberties is at the very heart of Western democracy, of which personal privacy ranks near the top. However, the scope of these liberties has historically been subject to the “national interest”, a term propagated and controlled by the government. 10
- 3 On the far end of the spectrum is China’s “SkyNet”, a sprawling web of 20 million linked close-circuit television (CCTV) cameras capable of instant facial-recognition that was implemented last year in over a dozen cities and which records everything citizens do in public, all the time. 15
- 4 While global human rights watchdogs slammed SkyNet as another Orwellian nightmare by the communist “Big Brother”, Beijing merely shrugged and said the system worked for China. Furthermore, as a sovereign state, it had every right to independently determine and act upon its national interest. 20
- 5 Some level of around-the-clock public surveillance is, of course, now the norm in most countries. Whether through human assets, cyber stakeouts or old-fashioned CCTVs, governments justify this policy as principal for public safety.
- 6 Some worry, though, that Sky-Net’s technology may soon be available for sale and acquired by repressive regimes worldwide to further crack down on free speech. Nonetheless, this alarmist narrative pushed primarily by Western voices assumes the worst-case scenario. Enhanced surveillance when deployed in countries where the public and policy agendas align could offer significant benefits. 25 30
- 7 First and foremost, it could save lives. Think of countries like Afghanistan and Iraq where terrorist incidents claiming hundreds of lives happen with depressing regularity, and how a national grid of intelligent CCTVs would help security agencies proactively detain would-be bombers through better coordination. 35
- 8 Next, think of international crime syndicates involved in cross border human trafficking and exploitation that operate in major urban centres with impunity, and again, how this grid would allow law enforcement to bust these rings and bring to book those planning and financing these nefarious deeds. 40
- 9 Moreover, these surveillance systems would have a similarly virtuous effect on curbing police excesses. Officers, when aware their every action is being recorded and may become grounds for prosecution, will think twice before stepping over the line.

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- 10 On the flip side, there is a major drawback to SkyNet-style surveillance 45  
that ties into human nature — our mental need to stereotype.
- 11 Racial, ethnic or religious profiling is prevalent in any form of extended  
observation either as a means to focus finite resources, or in the case of  
individuals, make it easier for the brain to categorise information for snap  
judgments. Finite resources and entrenched negative stereotypes that 50  
manifest as prejudices are a toxic combination.
- 12 Even in Western democracies that pride themselves on legal equality  
for citizens, biased profiling by police is a sad reality and routinely used to  
suppress minorities and social groups deemed a threat to the status quo.  
Think of Muslims in Europe, Arabs in Israel, blacks in America, Uighurs in 55  
China, etc. — the list is never-ending.
- 13 Systematic profiling over time turns into a self-fulfilling prophecy  
where states internalise the potential threat level of a particular group, and  
this response consequently reinforces the negative stereotypes in a vicious  
cycle of oppression and conflict. A textbook example of this phenomenon is 60  
the ongoing face-off between Myanmar's security forces and Rohingya  
rebels that followed the former's genocidal campaign against the latter  
community.
- 14 The second drawback of Sky-Net-style surveillance when linked to a  
"social credit" system is the flawed assumption that our everyday actions 65  
are unquestionably the result of personal choice. For instance, an individual  
who litters the street, or cuts the queue may in fact be provoked by situational  
stimuli beyond his control like money or marriage troubles without  
intending to disrupt public order. Therefore, penalising such people with no  
regard for intent, may instead escalate the harmful nature of their stress 70  
projection.
- 15 To summarise, enhanced public surveillance tools are essentially value-  
neutral. They can protect or oppress, subject to the motivations of the  
government and the situation at hand. Besides, the ever-present risk of  
profiling based on negative stereotypes greatly reduces their potential long- 75  
term value to societies. Accordingly, they can be a temporary Band-Aid and  
little else.

*Adapted from S. Mubashir Noor (July 4, 2018). Enhanced public surveillance: The pros and cons.  
Retrieved from <https://www.nst.com.my/opinion/columnists/2018/07/387216/enhanced-public-surveillance-pros-and-cons>*

### Question:

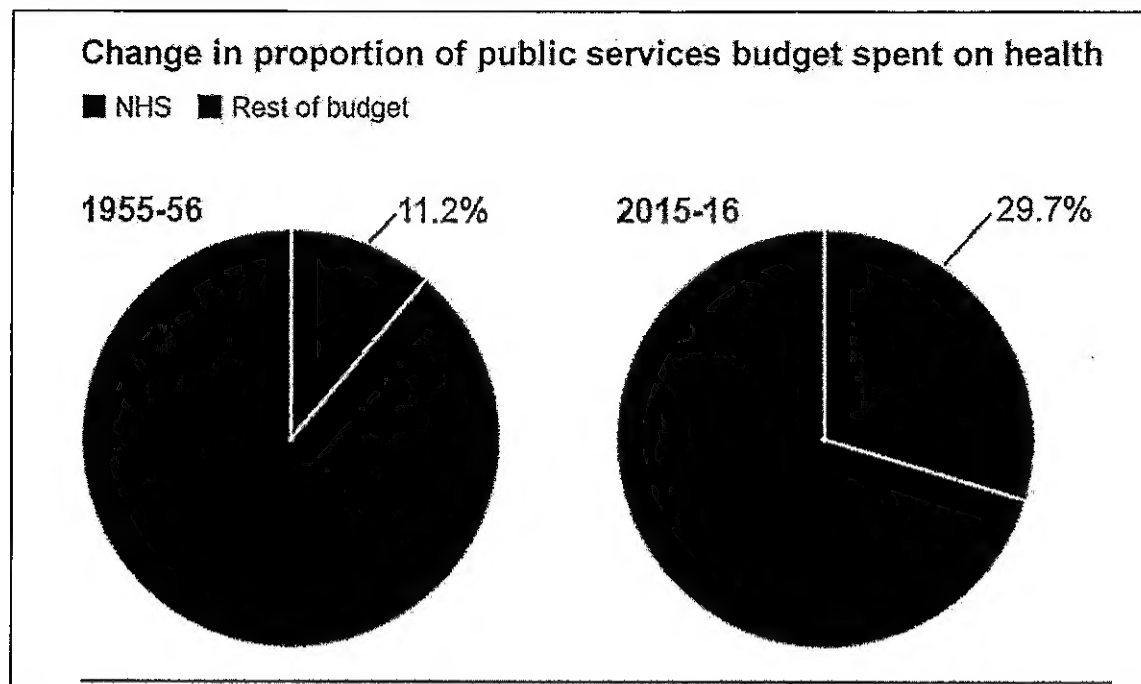
1. Write a critique in 200 – 250 words. You should evaluate the text on the following:
  - a. Organization (2 marks)
  - b. Tone (2 marks)
  - c. Language (2 marks)
  - d. Purpose (2 marks)
  - e. Credibility (2 marks)

Support your answers with detailed elaboration and provide ONE evidence from the text where necessary.

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**Question II: Non Linear Text (10 marks)**

**Instructions:** Analyse the diagram below and answer the following questions.



*Adapted from <http://getdolphins.com/blog/the-worst-graphs-of-2017/> on 19 July 2018*

1. Critique the diagram in terms of (6 marks)
  - a. Content (2 marks)
  - b. Layout and clarity (4 marks)
2. (i) What appears to be the purpose of the diagram? (1 mark)  
(ii) Does the diagram seem to serve this purpose well? (1 mark)
3. What better method would you choose in order to better present the same information. Explain. (2 marks)

**End of paper**



